

Marilyn Monroe 'resurrected' in AI form, will human image copyright no longer exist after death?

Soul Machines has just launched Digital Marilyn, an AI chatbot designed to look and sound exactly like actress Marilyn Monroe.

Marilyn Monroe - one of the most prominent faces of American popular culture in the 1950s to 1960s.

Soul Machine is a company that specializes in creating AI chatbots based on real characters and people called Biological AI-powered Digital People.

Soul Machine Soul Machine through a partnership with Authentic Brands Group (ABG), the company that holds the image copyrights of Monroe and many other celebrities both living and deceased, including Elvis Presley and Shaq.



According to Soul Machines' introduction, Digital Marilyn, powered by GPT 3.5, is "surreal", has "delicate emotions and expressions" and can maintain a conversation lasting about 20 minutes.

Soul Machines shares on the blog, Digital Marilyn is an autonomous Digital Person, capable of engaging in natural, lively conversations as if Marilyn's own aura had been transformed into the age of AI, helping loyal fans and curious newcomers have a unique and deep connection.

In recent years, the exploitation of digital images of famous stars without their consent, whether after their death or during their lifetime, has become quite common and has caused problems. much controversy. Yet, despite the

ethical issues, companies continue to do it.

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